

Acton 2020 New Website

PROJECT PROFILE

The following questions will help define the requirements for building a new website and developing an Internet marketing program. All information will be held strictly confidential.

Questions with an * are helpful for estimating purposes. Other questions may not apply or are unneeded at this time and if there is additional information you would like to add please do so.

OBJECTIVES
BRANDING + AUDIENCE
CONTENT/FUNCTIONALITY
MARKETING
PROJECT MANAGEMENT

OBJECTIVES

What is the goal for this project and what outcome will make this project a success?*

What are some of the obstacles/challenges that could hinder the success of this project?

List the deliverables that are needed to complete the project.*

BRANDING + AUDIENCE

Briefly describe your brand, its mission and promise.

Acton 2020 is a Town of Acton MA volunteer Committee charged with implementing the Comprehensive Community Plan (Master Plan) for the Town.

The plan consists of over 250 action items relating to 7 overarching goals:

- Preserve and Enhance Town Character
- Ensure Environmental Sustainability
- Improve Connections
- Provide More Opportunities for Community Gathering and Recreation
- Support Inclusion and Diversity
- Preserve and Enhance Town-Owned Assets & Services
- Maintain and Improve Financial Well-being of the Town

The majority of these goals relate to the work of the existing Boards, Committees and Groups in town:

AB Cultural Council, Board of Health, Council on Aging, Building Department, Commission on Disabilities, Community Ed, Conservation Commission, Design Review Board, Economic Development Committee, Finance Committee, Green Advisory Board, Historic District Commission, Historical Commission, Health Department, Land Stewardship Committee, School Committee, Board of Selectman, Sidewalk Committee, Transportation Advisory Committee, Train Station Advisory Group, Green Acton, Nursing Services, Senior Center Committee, Acton Memorial Library, Open Space Committee, Community Preservation Committee and others.

What are the brand attributes and values of the organization? How do you want to be perceived both visually and in words?

Who is the target audience? If appropriate list out each audience 'persona' and their goals.

Members of the Acton community, varying demographics and interests.

What is it that you do that is most important to your audience?

Having a hub where information on things important to the Town can be found. Currently the Town website does not serve this function well at all.

What other websites are worth emulating?

If you look at other towns with Master Plan info posted at the Town website, it is sort of dull and grey and boring and not very inviting. And has limitations based on the town website's functionality.

Two examples:

Amherst: <http://www.amherstma.gov/526/Master-Plan>

Arlington: <http://www.arlingtonma.gov/departments/planning-community-development/master-plan>

We'd like to have a website that is a little more inviting and current looking and that serves as a hub for a variety of community information especially as regards the long term planning for the Town. A few examples of websites that may function well in this regard are: (and here is where we need some examples).

Are there brand guidelines for color, typography, type of imagery etc. if so what are they?

See existing Acton 2020 website. Logo, and the green color that we've used. Otherwise, there is no strict branding that we've employed.

CONTENT/FUNCTIONALITY

List any new sections (including amount of new pages) and any new functionality (including specifications).*

Will the navigation/information architecture change?

Yes

Does there need to be a mobile version? Will a 'Responsive Web Design' be appropriate or an app/dedicated mobile site?

I think it will be fine without a mobile version.

Will there be new content features such as a homepage animation, product demos, photo galleries, podcasts or videos?

Yes

Will there be new messaging or content for the site? If so will a copywriter, photographer or content developer be needed?

Yes, this is a big point of discussion that we need to have.

Describe any other new functional features e.g e-commerce or multi-lingual capabilities.*

No e-commerce, but maybe multi-lingual. If big cost factor, we would not do.

What type of technologies are preferred (Open Source, Windows etc.) for a content management system?*

Are there specific hosting and security requirements?

Will the site need to integrate with other public or private sites? If so what technologies do those sites use?*

Yes, would need to find out the answer to that.

Town of Acton website and other sites we link to like Green Acton, Nursing Services, Acton Land Trust, etc. We will definitely link to various sites.

Will the site serve existing customers, clients or members? Will private/secure community features or functionality be needed?*

I don't think so.

Will the site be a high traffic site? If so what is the estimated maximum amount of site visitors that will be using the site at one time?*

I don't think at any point this will be a high traffic site.

MARKETING

Will the site integrate with SEO, content marketing, AdWords, e-mail

marketing or any other type of marketing program?*

No.

How will people be driven to the site?*

Through 2020 Constant Contact emails, Town Website, Media Outlets/PR.

How important is Social Media? Will the site need to integrate with Twitter, Facebook, LinkedIn, Youtube or other online communities?*

Yes, Facebook and Twitter

What possible keywords would be entered into a search engine to find the site?*

Acton 2020
Acton Master Plan
Acton Comprehensive Community Plan

What sites could link to yours that are popular with the target audience(s).

Same as those noted that we would link to.

Is a blog being considered to compliment a content marketing program or other purpose?

Yes, we've done a blog in past and it might come into play in the future.

Are press releases regularly generated and does your company receive media exposure often?

We do press releases but they are not that frequent at this point. Frequency could change as our activity changes.

PROJECT MANAGEMENT

How soon does the project need to be completed?*

In the next 6 mos.

Who will maintain the site after it is launched?

Acton 2020. This is an important aspect of a new website. We are a volunteer run organization without a lot of technical expertise on the committee. Maintenance of the site after its installation has got to be idiot-proof.

Who will be managing the project on the client side? What other team members are there?

Kat Hudson, Andy Brockway and Patricia McKnight – Acton 2020 members We will also work in some capacity with the Town of Acton/Planning Department.

Is there a budget for the project?

Not definitively set but certainly under \$10,000

Who is responsible for approving work? Will there be more than one group who will approve work?

Acton 2020 and the Town of Acton/Planning Dept.